

IN THE CLAIMS:

Claims 1 to 20. (Cancelled).

Claims 21 to 40. (Cancelled).

Claim 41. (Currently Amended).

An information system including at least one user's device connected via a connection unit to a memory device for storing information, comprising

including into said system a device for generating a set of requested information and advertising information, connected to the memory device for storing information and to the connection unit, and comprising an entry for inputting the advertising information, and also by including into said system an advertising information memory device, connected to said entry of said device for generating,

said device for generating being programmed with capabilities for forming of said set according to ~~preliminary~~ a chosen procedure of different sequencing of the provided requested information and advertising information or of simultaneous presentation of requested and advertising information,

and said device for generating being programmed with capabilities for transmitting a list of advertising services to a

user after his corresponding request and with capabilities for forming of said set of requested information and of advertising information of the type according to the user's choice of the advertising service.

Claim 42. (Previously Presented).

The system as claimed in claim 41, comprising
said device for generating being implemented in a
microprocessor.

Claim 43. (Previously Presented).

The system as claimed in claim 41, comprising
said device for generating being implemented in order to
allow video display presentation of requested information or
advertising information.

Claim 44. (Previously Presented).

The system as claimed in claim 43, comprising
said device for generating being implemented in order to
allow simultaneous video display of requested and advertising
information.

Claim 45. (Previously Presented).

The system as claimed in claim 41, comprising

said device for generating being implemented in order to allow presentation of visual requested information and acoustic advertising information.

Claim 46. (Previously Presented).

The system as claimed in claim 41, comprising
said device for generating being implemented in order to allow printing requested information.

Claim 47. (Previously Presented).

The system as claimed in claim 41, comprising
the user's device being implemented as a personal computer.

Claim 48. (Previously Presented).

The system as claimed in claim 41, comprising
the user's device being implemented as a telephone or a videophone or a radiophone.

Claim 49. (Previously Presented).

The system as claimed in claim 41, comprising
the user's device being implemented as a remote control.

Claim 50. (Previously Presented).

The system as claimed in claim 49, comprising

the device for generating a set of requested information and advertising information being implemented as an information display board.

Claim 51. (Previously Presented).

The system as claimed in claim 49, comprising the connection unit being implemented as a multiplexer.

Claim 52. (Previously Presented).

The system as claimed in claim 49, comprising the connection unit being implemented as communication network or telecommunication network.

Claim 53. (Previously Presented).

The system as claimed in claim 52, comprising communication network being telephone network.

Claim 54. (Previously Presented).

The system as claimed in claim 53, comprising telephone network being cellular telephone radio network.

Claim 55. (Previously Presented).

The system as claimed in claim 52, comprising telecommunication network being wide area network.

Claim 56. (Previously Presented).

The system as claimed in claim 52, comprising
telecommunication network being the Internet network.

Claim 57. (Cancelled).

Claim 58. (Previously Presented).

The system as claimed in claim 54, comprising
the memory device for storing information being implemented
as a server.